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Assess and Improve: A Case Study at Georgia Southern University Library

Clement Lau

Georgia Southern University, clau@georgiasouthern.edu

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Assessing and Improving Library Services at Georgia Southern University

Clement Chu-Sing Lau, Associate Dean & Director, Zach S. Henderson Library, Georgia Southern University

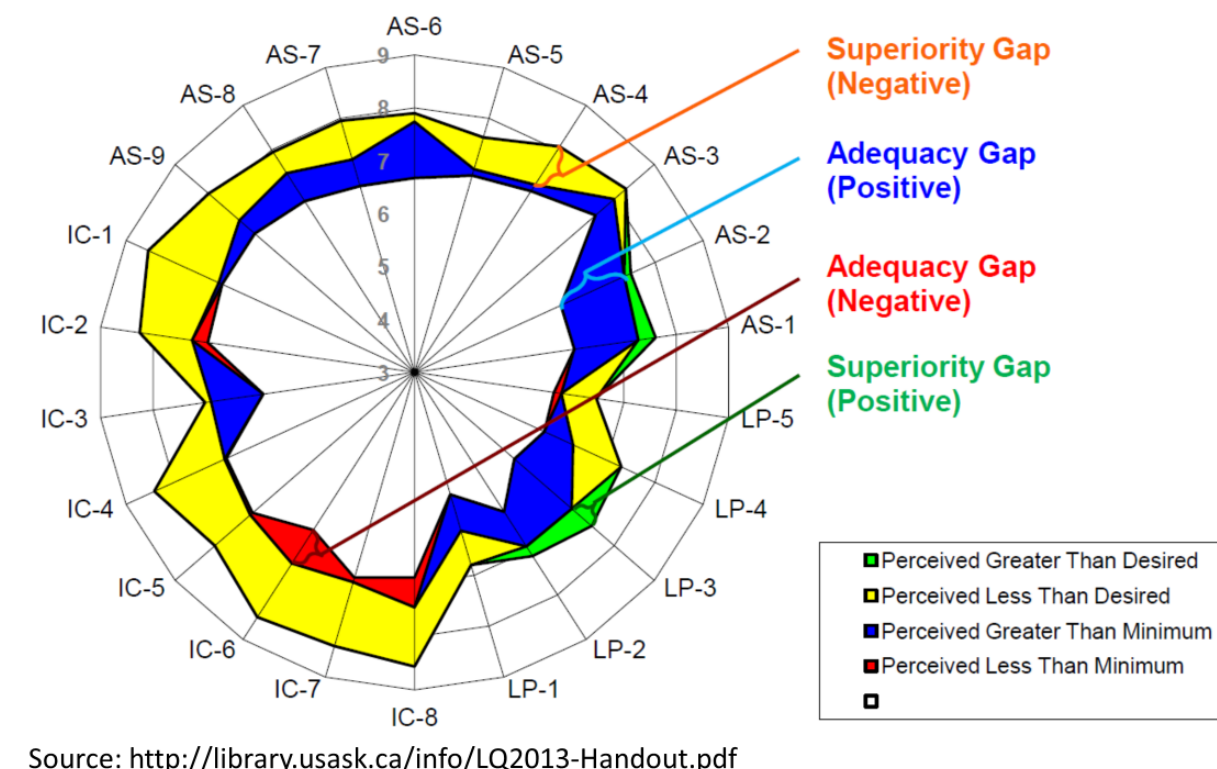
CALA Poster
at 2018 ALA,
New Orleans

INTRODUCTION

Many academic libraries in America, including Georgia Southern University Zach S. Henderson Library are required to document and prove how its performance contributes to institutional goals and outcomes. Over the years, Henderson Library has been assessing its service performance, making improvements, and demonstrating its values. It has been applying various assessment tools and methods to evaluate its services and programs, using the findings to make improvements, and reevaluating the improvements to prove its effectiveness. This poster demonstrates how Henderson Library continuously assesses and improves its services in recent years. This poster presents several assessment projects and their outcomes.

LibQUAL+®

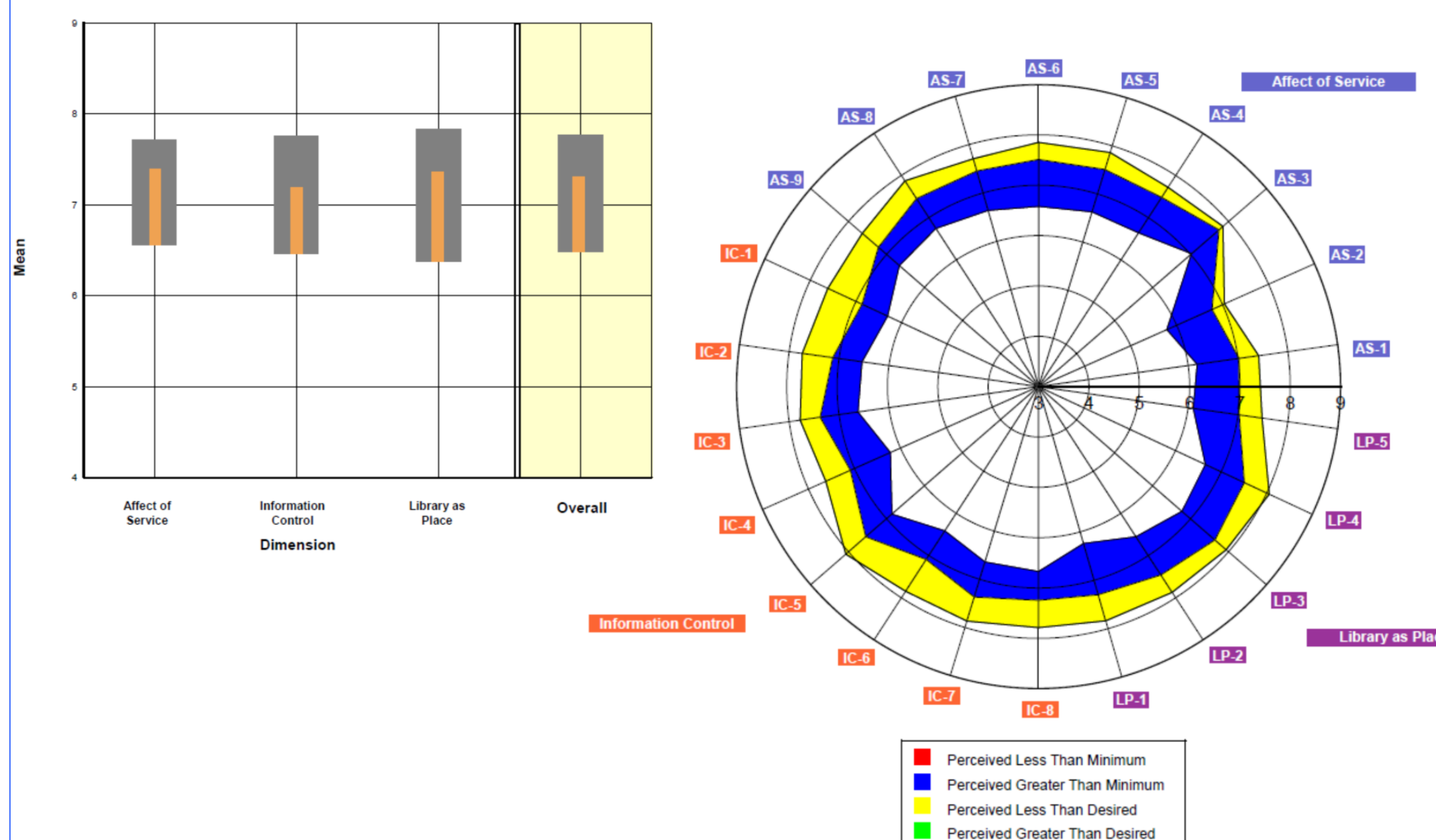
- Association of Research Libraries (ARL)
- Measures library service quality
- 22 core questions
- 3 dimensions
- Local questions
- Other questions
- Written comments
- Tables & charts
- Gaps



ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	6.18	7.41	7.02	0.84	-0.39	234
AS-2	Giving users individual attention	5.79	7.04	6.77	0.98	-0.27	290
AS-3	Employees who are consistently courteous	7.03	7.85	7.75	0.72	-0.11	294

GSU LibQUAL+® 2016 RESULTS

Overall scores



GSU LibQUAL+® 2016 RESULTS

- Written Comments
- Number of respondents
- Compare to scores
- Positives
- Negatives
- Doable
- Urgency
- High impact

Affect of Service		
Hours	6	1.03%
ILL / Doc Delivery	24	4.12%
Reserve / check-in-out	4	0.59%
Instruction	11	1.89%
Liaison	7	1.20%
Online Catalog / Lib Sys	7	1.20%
Public Services	42	7.22%
Staff	26	4.47%
Online Student	6	1.03%
IT general / Wi-Fi	10	1.72%
PC / Computer equipment	31	5.33%
Printing / printer	22	3.78%
Software applications	11	1.89%
Library webpage	2	0.34%
Information Control		
Access to ER	16	2.75%
Collection general	32	5.50%
Discover	2	0.34%
E journals	18	3.09%
ER content	17	2.92%
Library as Place		
Cafe / vending machine	10	1.72%
Cleaning	5	0.86%
Library general	22	3.78%
Noise	32	5.50%
Parking	28	4.81%
Safety	3	0.52%
Space	33	5.67%
Study Room	63	10.82%
Praises / compliments	87	14.95%

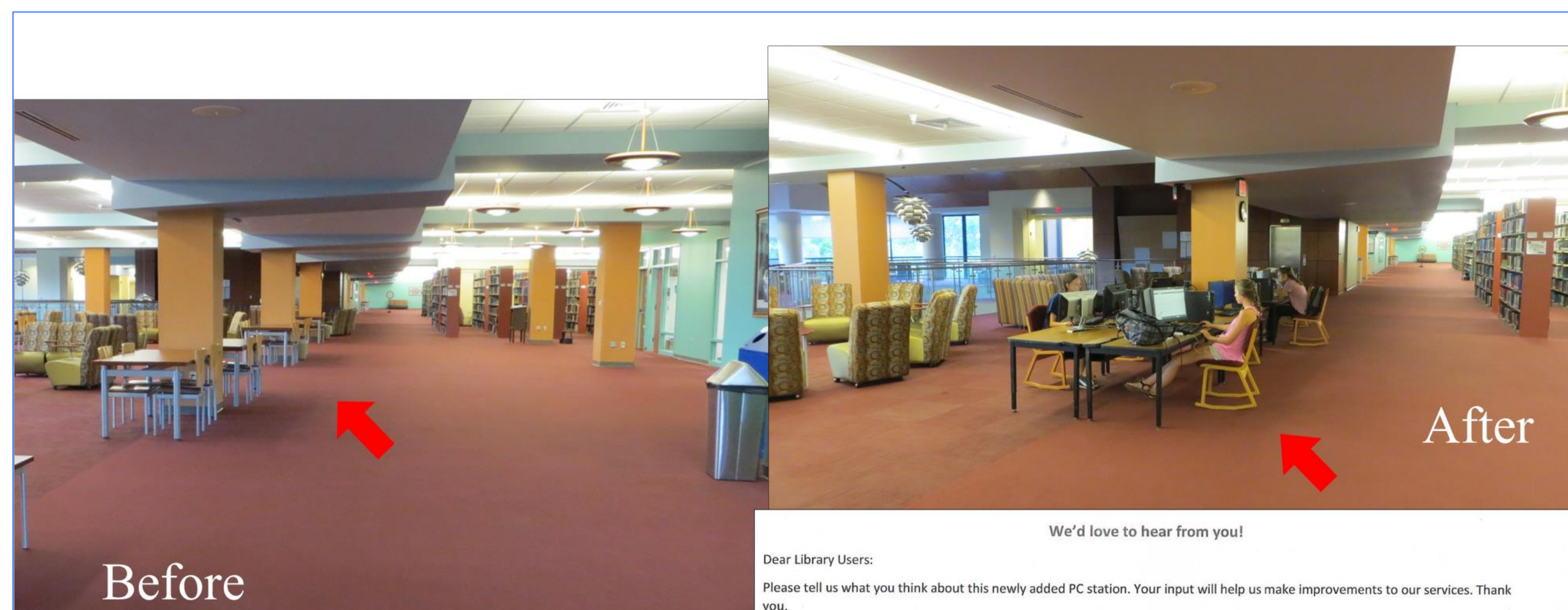
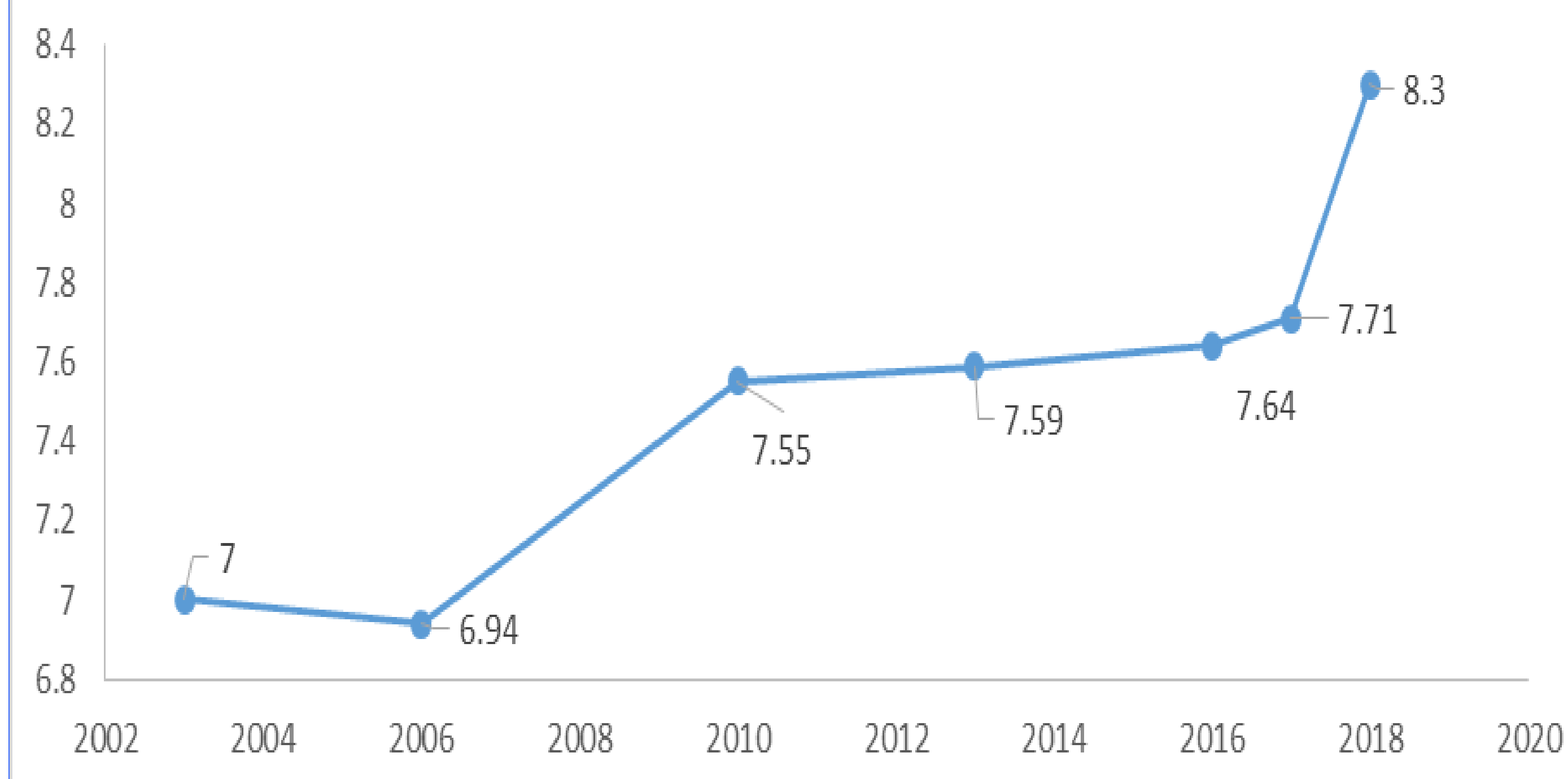
ZACH S. HENDERSON LIBRARY



Quick Facts (2017)

- 1.1 m vol., 95,000 ejournals, 374,000 ebooks, 330 databases, media 1.3m, IR 10,300
- 245,900 sq. ft², 410 PCs, 2,000 seats, 143 hrs/wk
- 57 employees
- Alma
- Reference services, online chat, workshops, research guides, ILL, Digital Commons, automated storage sys.

Library User Satisfaction Survey 2003-2018



Added 8 PCs to 3F less noisy area

96% Like the location
98% like the dual-monitor

SELECTED REFERENCES

- Brophy, P. (2006). *Measuring library performance: Principles and techniques*. London, U.K.: Facet Publishing.
- Hernon, P.; Dugan, R. E.; Schwartz, C.; & Saunders, L. (2013). *Higher education outcomes assessment for the twenty-first century*. Santa Barbara, CA: Libraries Unlimited.
- Hernon, P.; Dugan, R. E.; & Matthews, J. R. (2014). *Getting started with evaluation*. Chicago: American Library Association.
- Oakleaf, M. (2010). Demonstrating the value of academic libraries. *LINK*, 11, 4-6. Retrieved from <http://meganoakleaf.info/ukvalueoakleaf.pdf>

Promote Computer Ergonomics



Students were very pleased with this improvement

We'd love to hear from you!

Dear Library Computer Users:

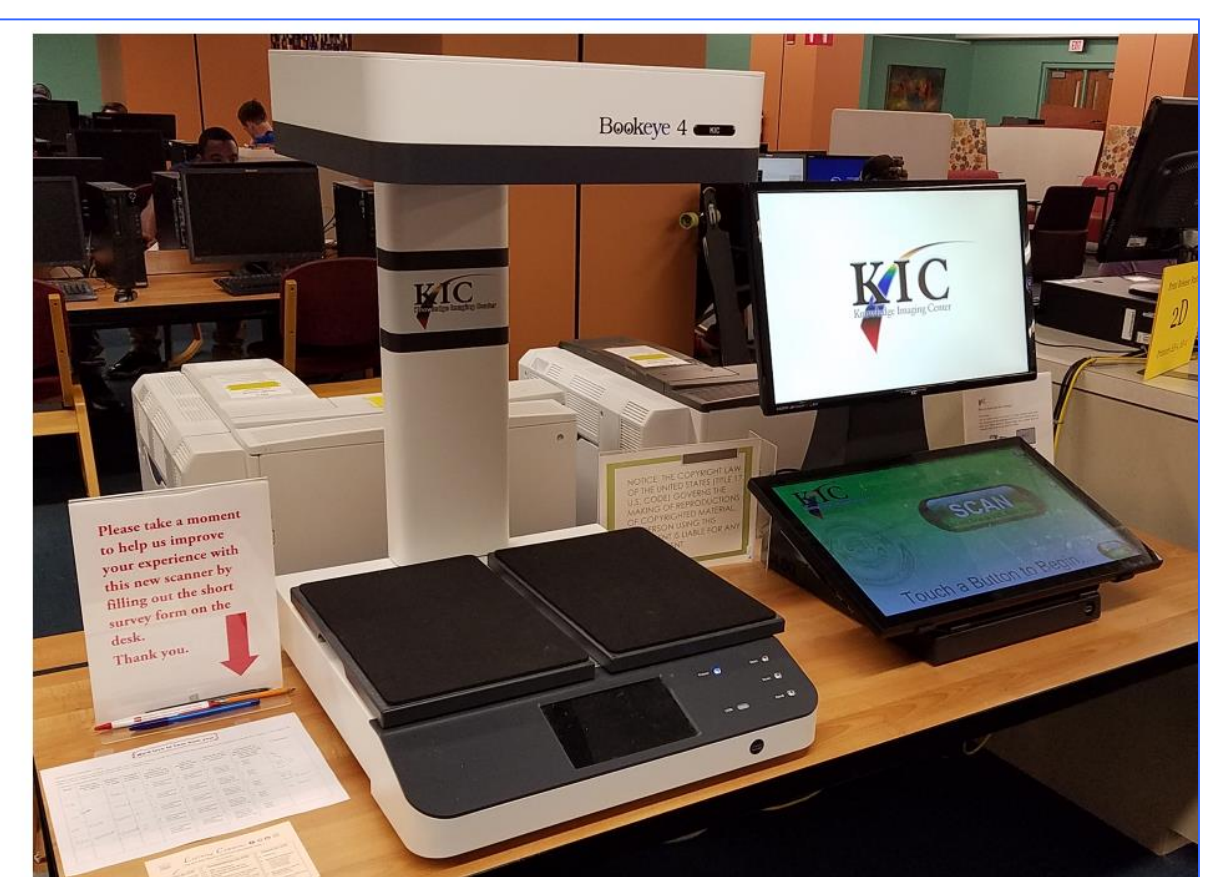
Please tell us what you think about this height-adjustable stand up desk computer workstation set up. Your input will help us make improvements to our services. Thank you.

Library Administration

Date	Program or Major	Year (1 st , 2 nd , Grad, etc.)	Do you like this PC workstation set up? (Yes or No)	Why?
11/8/16	Education	3rd	Yes	We like the stand up desk. It's a good thing to have. It's a good thing to have. It's a good thing to have.
11/9/16	Education	3rd	Yes	It's a good thing to have. It's a good thing to have. It's a good thing to have.
11/12/16	Education	4th	Yes	It's a good thing to have. It's a good thing to have. It's a good thing to have.
11/13/16	Education	3rd	Yes	It's a good thing to have. It's a good thing to have. It's a good thing to have.
11/14/16	Education	3rd	Yes	It's a good thing to have. It's a good thing to have. It's a good thing to have.



Old Minolta Book Scanner



New KIC scanner

Book Scanner Upgrade

Satisfaction rate 98%

We'd love to hear from you!

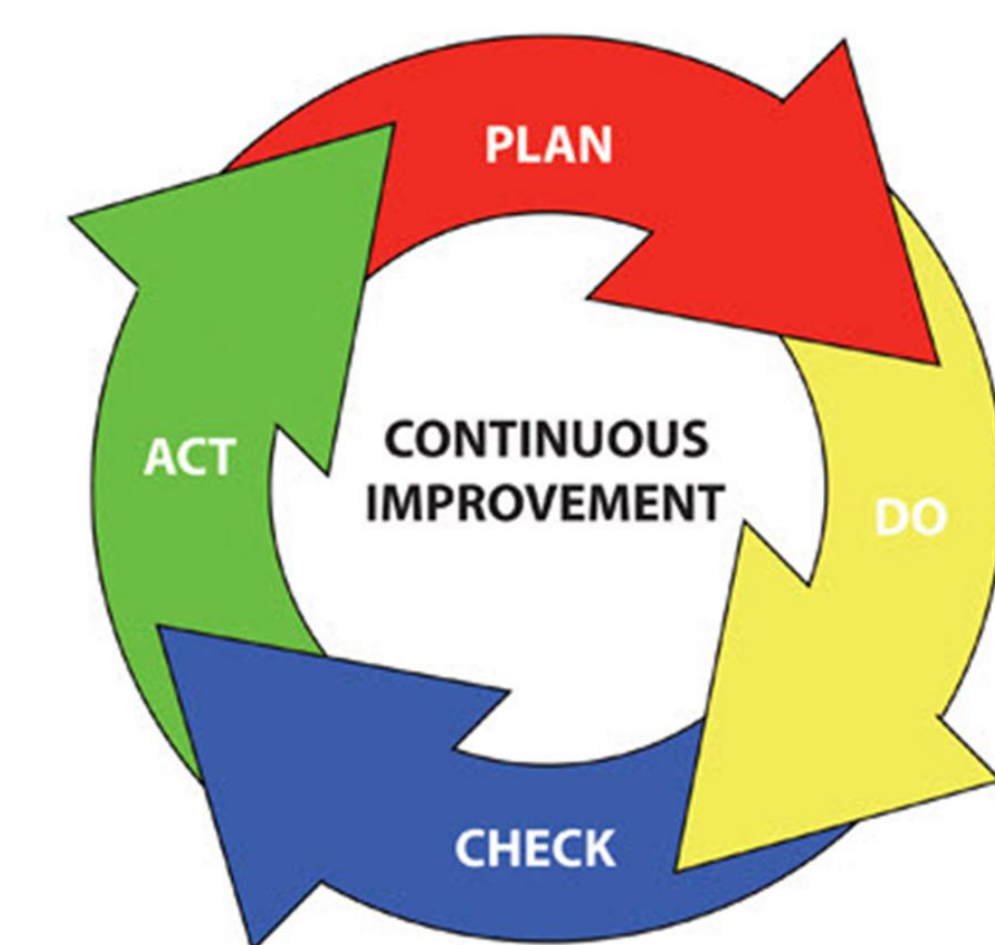
Dear Library Scanner Users:

Please tell us what you think about this new scanner. Please circle the answer that best represents your experience about this scanner. Your input will help us make improvements to our services. Thank you.

Library Administration

Date	Program or Major	Year (1 st , 2 nd , Grad, etc.)	Number of pages scanned	Any one satisfied with the quality?	Any one satisfied with the speed?	Any one satisfied with the ease of use?	Comments
8/23			20	Yes	Yes	Yes	
8/24			40	Yes	Yes	Yes	
8/27			59	Yes	Yes	Yes	Excellent!
8/31			200	Yes	Yes	Yes	Great for the library!
9/1			45	Yes	Yes	Yes	Excellent!

LESSONS LEARNED



Source: <http://www.doncio.navy.mil/CHIPS/ArticleDetails.aspx?ID=5094>

- Continuous Improvement cycle
- Deeper analysis
- New plan
- Execution
- Reassessment
- New challenges
- A new culture
- Leadership
- Communication

CONCLUSIONS

The examples above illustrate the continuous assessment and improvement cycle Henderson Library has adopted. Assessment is an ongoing process Henderson Library uses to learn what our users need. The more we learn about our users, the better we can plan services that meet their expectations. However, Peter Brophy (2006) reminds his readers that “it should always be remembered that measuring performance is an exercise in assessing the past. It is the use of that data to plan an improved future that is all important.” (p.5). Thus, assessment is more than helping the Library to gather information of our users but to use the findings to make well-informed resource allocation decisions, develop effective improvement measures, and build a library service program that effectively provides a better learning environment and contributes to the university’s mission and goals.